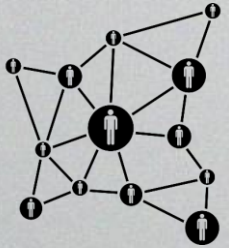


Diploma in Blogging & Content Marketing – Part I



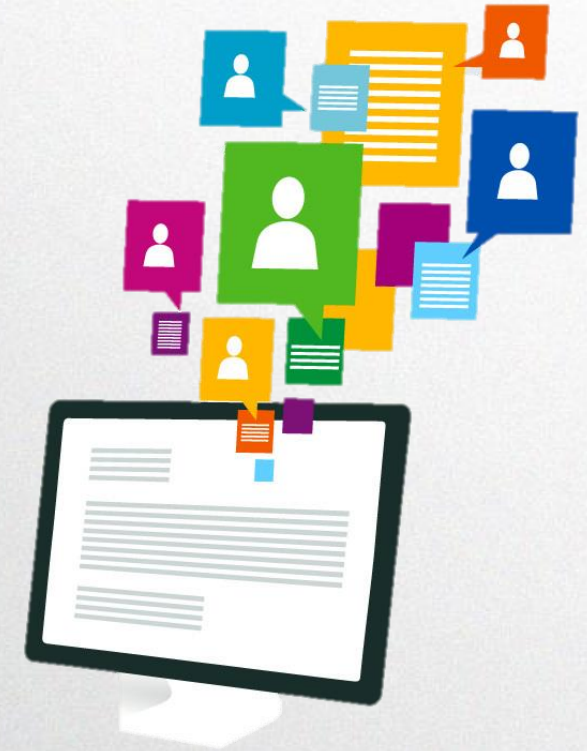
Lesson 6

Monetising Your Blog

Presented by:

David Howard

Course Educator



Lesson 6

- **Methods of Monetisation**
- **Examples of Successful Paths to Revenue**
- **Native ads & Sponsored Content**
- **Benefits of Guest Blogging**
- **Summary**

- **Blog Review**
- **Q & A**



Methods of Monetisation

Methods of Monetisation



Methods of Monetisation

How many of you guys have attempted to make some revenue from your blog?

Yes

No

Methods of Monetisation



PoliticsSportsScience & Health**Economics**Culture



JOBS

July's Strong Job Numbers Still Don't Match Trump's Claims

By Ben Casselman

FEATURES

THE LATEST

AUG 5
July's Strong Job Numbers Still Don't Match Trump's Claims

JUL 29
How Uber's Truce With Regulators Played Out During The DNC

JUL 29
A President's Economic Decisions Matter ... Eventually

JUL 26
Philadelphia Is Bouncing Back From Problems Still Plaguing Cleveland

Updated: MLB rankings



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a Pardot eBook

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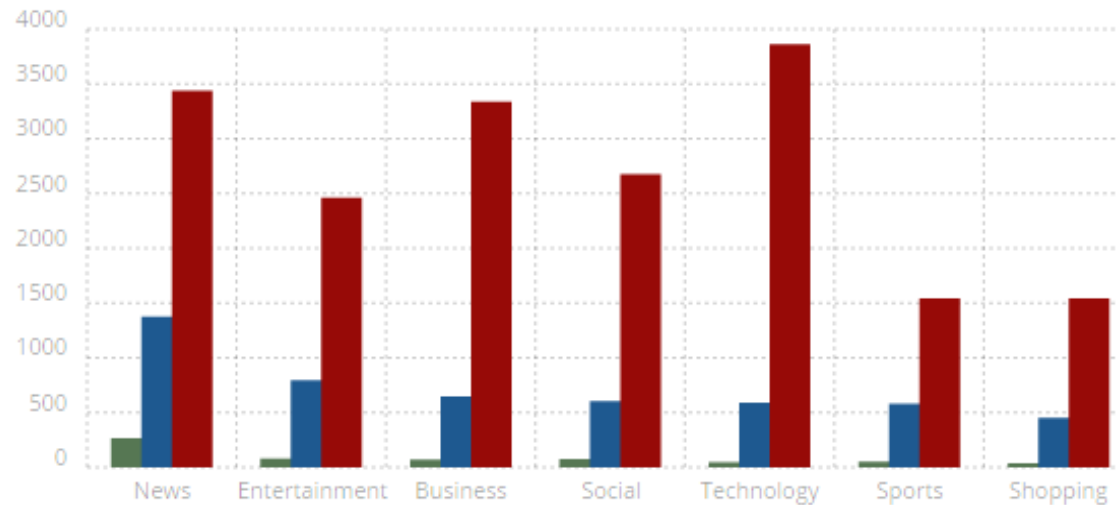
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TOP STORIES

Methods of Monetisation

Google AdSense Popular Website Verticals



Legend

 Top 10,000 Sites  Top 100,000 Sites  Top 1 Million Sites

This chart shows the amount of websites within the top 10k, 100k, and 1 million sites groups that are categorized as being in the specific vertical.

Google AdSense Customers

We know of **15,083,598 live websites** using Google AdSense in our records.

It is why Blogging has become a career path for many

Most popular way to generate an income

- Have a steady flow of traffic
- Your site requires two months of content to be in a good position to be accepted

Methods of Monetisation

Naturally Ella

COOK A RECIPE EXPLORE AN INGREDIENT STOCK A PANTRY PLAN YOUR MEALS



Yellow Split Pea Salad with Dijon Balsamic Vinaigrette



Chipotle Carrot, Avocado, and Kamut Salad



Hotels.com

Last Minute Deals

Don't wait to get away

View deals



POPULAR
Recipes



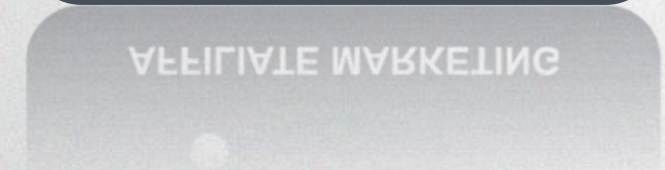
Methods of Monetisation

Affiliate marketing is a technique where bloggers can promote a brand/business in some way. An affiliate **is rewarded every time a visitor, customer or sale** for this business is generated through **an advertisement on their web site**.

Tips:

1. Make sure that your affiliation is relevant
2. That is something that the audience would like
3. Always disclose if you are an affiliate of certain products

Affiliate marketing is a **performance-based marketing** activity



Methods of Monetisation



Sponsorship



Home About Contact F.A.Q. Yarn Along Ravelry Book Shop Yarn Shop

Yarn Along

January 20, 2016

~ Two of my favorite things are knitting and reading and I love sharing my projects and current reads here. I would love for you to join me every Wednesday to share a single photo of what you are knitting (or crocheting) and reading too! Share your photo on your blog, on Instagram (#yarnalong), or on Flickr. Leave a link below to share your photo with the rest of us! ~



Hi there! My name is Ginny and I am a thirtysomething Catholic homeschooling mom to an unreasonable number of children from toddler to teenager. You can read more about me and my family here and find answers to frequently asked questions here. This blog is a happy scrapbook of sorts. While I do like to take pretty pictures, our life is actually rather messy. And I guess that's part of the reason I love to knit. Knitting brings a bit of peace and order to my days.

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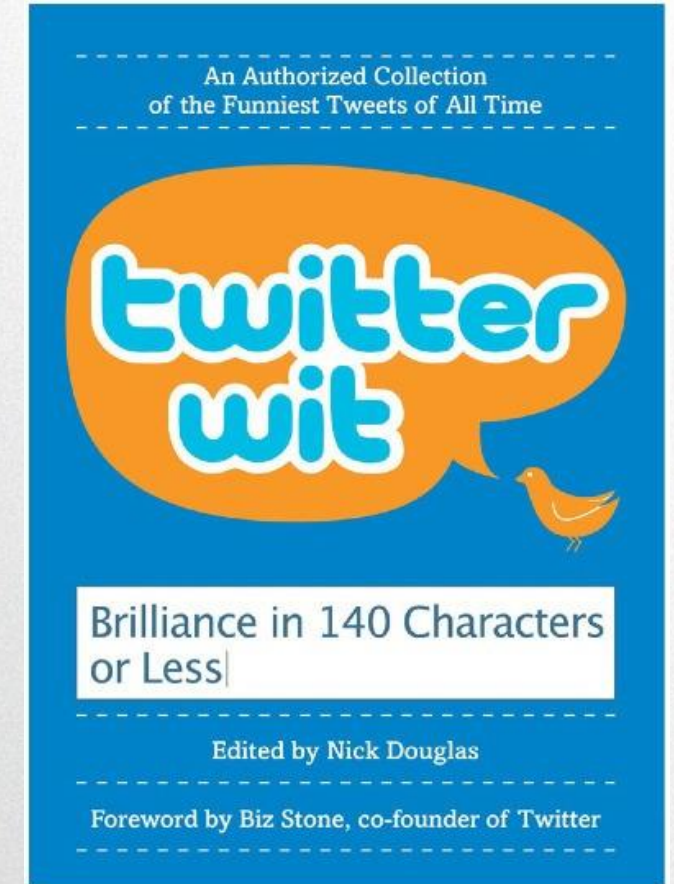
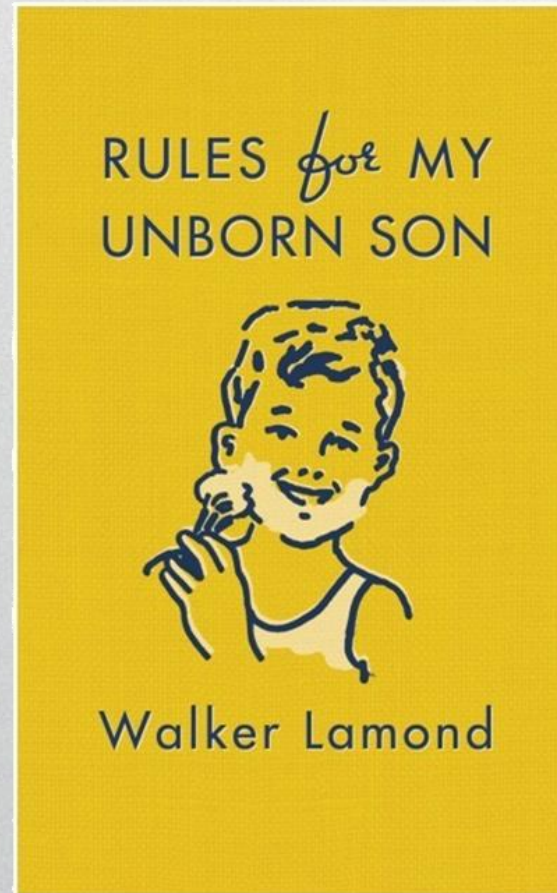
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Book Publishing



Methods of Monetisation

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LARGEST SOCIAL MEDIA MARKETING CONFERENCE

With Emails: 5 Creative Ideas

Examples of Successful Paths To Revenue

Examples of Successful Paths To Revenue



Product Endorsements



When products align with an audience, affiliate marketing has a great chance at being successful



Foundation:

I applied my new [Stila Stay All Day Foundation & Concealer](#) which I got in the shade number 7.

I will be posting a full review about this very soon.

Examples of Successful Paths To Revenue



Timely content

Highly relevant

Engages with his viewers



Native Ads & Sponsored Content



**Native
Advertising**

**Sponsored
Content**

Native Ads & Sponsored Content

‘Deriving revenue from a platform in a way that is unique and organic to the experience’.

Jon Steinberg

BuzzFeed



Native Ads & Sponsored Content



New Posts ⁺¹Most PopularListsVideo2 Free Issues of ForbesSearch companies



COVER STORY
Insiders' Guide To Getting Rich



Interactive: What Will
Obamacare Cost You?



The Biggest Mistakes The
Wealthy Make When
Divorcing

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ForbesBrandVoice Connecting marketers to the Forbes audience. [What is this?](#)

INVESTING 4/29/2014 @ 10:27AM | 1,544 views

Should You Accept Your Employer's Pension Buyout Offer?

Fidelity Viewpoints Team · Fidelity

Faced with mounting pension costs and greater volatility, companies are increasingly offering their current and former employees a critical choice: Take a lump sum now or hold on to their pension.

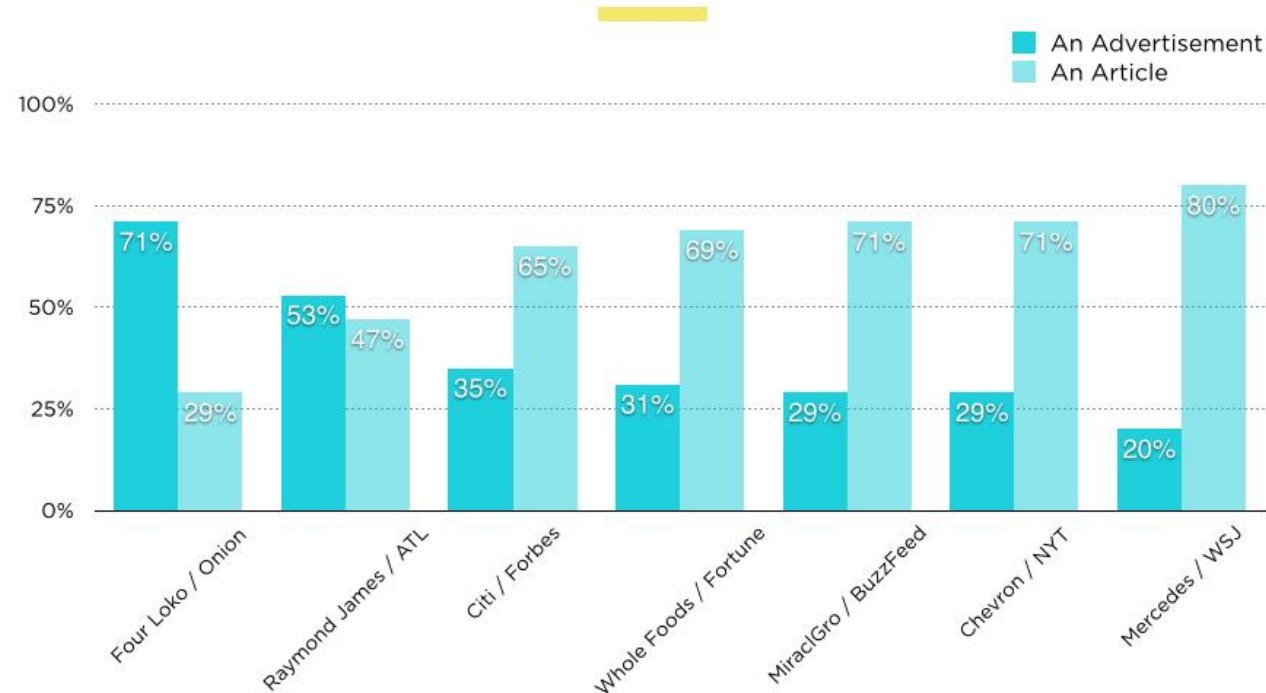
“Companies are offering these buyouts as a way to shrink the size of their pension plans, which ultimately reduces the impact of that pension plan on the company’s financials,” says John Beck, senior vice president for benefits consulting at Fidelity Investments. “From an employee’s perspective, the decision comes down to a trade-off between an income stream and a pile of money that’s made available to them today.”

Native Ads & Sponsored Content

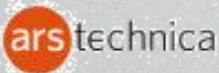
Contently

fig. 4 Native Ad Interpretation

Which of the following would best describe the online content shown to you?



Native Ads & Sponsored Content

	\$200,000
	\$150,000
	\$100,000
	\$150,000
	\$75,000
 REFINERY29	\$30,000
	\$30,000
	\$30,000
	\$30,000
NationalJournal	\$25,000

Consumers can still tend to identify native ads as an article, not an ad – which can cause irritation

48% percent have felt deceived upon realising a piece of content was an ad by a brand **(a 15% decrease from the previous year)**

Consumers who read native ads that they identified as high quality, reported a significantly higher level of trust for the sponsoring brand

Native Ads & Sponsored Content

SB NATION | **FIRST & LONG**PRESENTED BY 



EMMANUEL SANDERS
BELLVILLE HS

[GO TO VIDEO](#) [WATCH PEP TALK](#)

MASON CROSBY
GEORGETOWN HS

[GO TO VIDEO](#) [WATCH PEP TALK](#)

FIRST & LONG

6 NFL STARS GO BACK TO THEIR HIGH SCHOOLS AND CRASH SUMMER TRAINING

PRESENTED BY 

[LEARN MORE](#)



Native Ads & Sponsored Content

SECTIONS

HOME

SEARCH

The New York Times

LOG IN

PAID POST

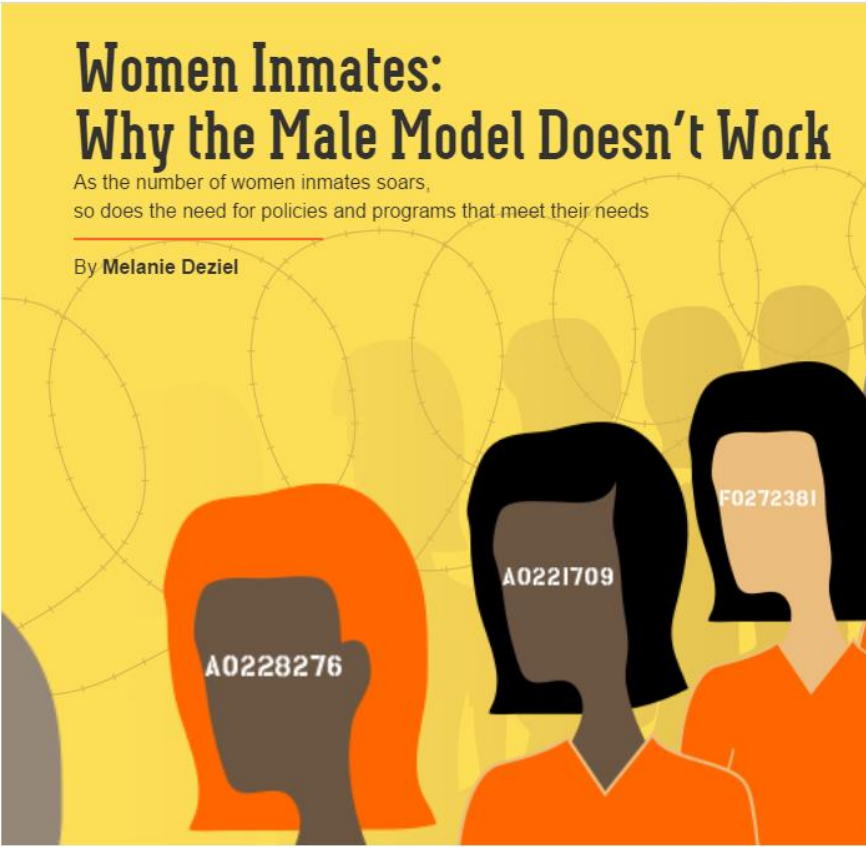
 **NETFLIX** | ORANGE | BLACK |

Women Inmates: Why the Male Model Doesn't Work

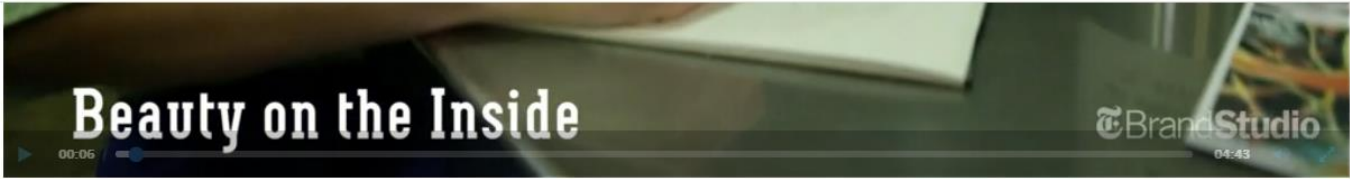
As the number of women inmates soars, so does the need for policies and programs that meet their needs

By **Melanie Deziel**



PAID POST

 **NETFLIX** | ORANGE | BLACK |



"There's definitely bonding," adds Stacey McGruder, who had been in and out of prison in Santa Clara, Calif., for nearly 20 years before starting Sisters That Been There, a support program for women reentering life outside.

"But a lot of the time these bonds are not as healthy as they would be if the women were healthy."

Healthy women, McGruder adds, are those who receive treatment for their health issues, support for their emotional needs and respect from correctional officers and other prison staff. Sadly, she says, that's rare.

CLICK TO EXPAND



Women inmates "are not looked at as people. They're just a letter, a number, a piece of paper," McGruder says. "So people treat them like a piece of paper: They crumple them up and throw them away."

While the dynamic between male correctional officers and women inmates can certainly be problematic, banning male staff is not the answer, says CORE Associates' Benedict. "Male staff has an even more important role in showing — sometimes for the first time — how a man can interact with these women in a respectful manner," she adds.

Native Ads & Sponsored Content



Native Advertising is promotional and is aimed at convincing the reader/viewer - It is brand biased

Sponsored Content is designed to inform the audience, not convince them

When done right it's helpful to the reader, and creates more engagement for the advertiser

Benefits of Guest Blogging

Benefits of Guest Blogging



Be our
Guest

Benefits of Guest Blogging



Exposure



Credibility

Inbound Links



Social Media Growth



Guest Posting means
'writing and publishing an
article on someone else's
website or blog'.

 Goins, Writer

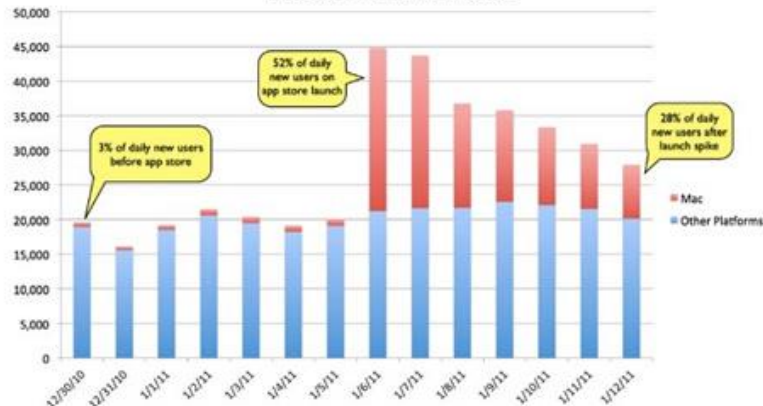
Benefits of Guest Blogging

Four Lessons From Evernote's First Week On The Mac App Store

PHIL LIBIN

Wednesday, January 19th, 2011

Evernote New User Registrations per Day
Before and After the Mac App Store



Phil Libin
@plibin

Partner at General Catalyst. Co-founder and Executive Chairman of Evernote. Eyewear enthusiast.

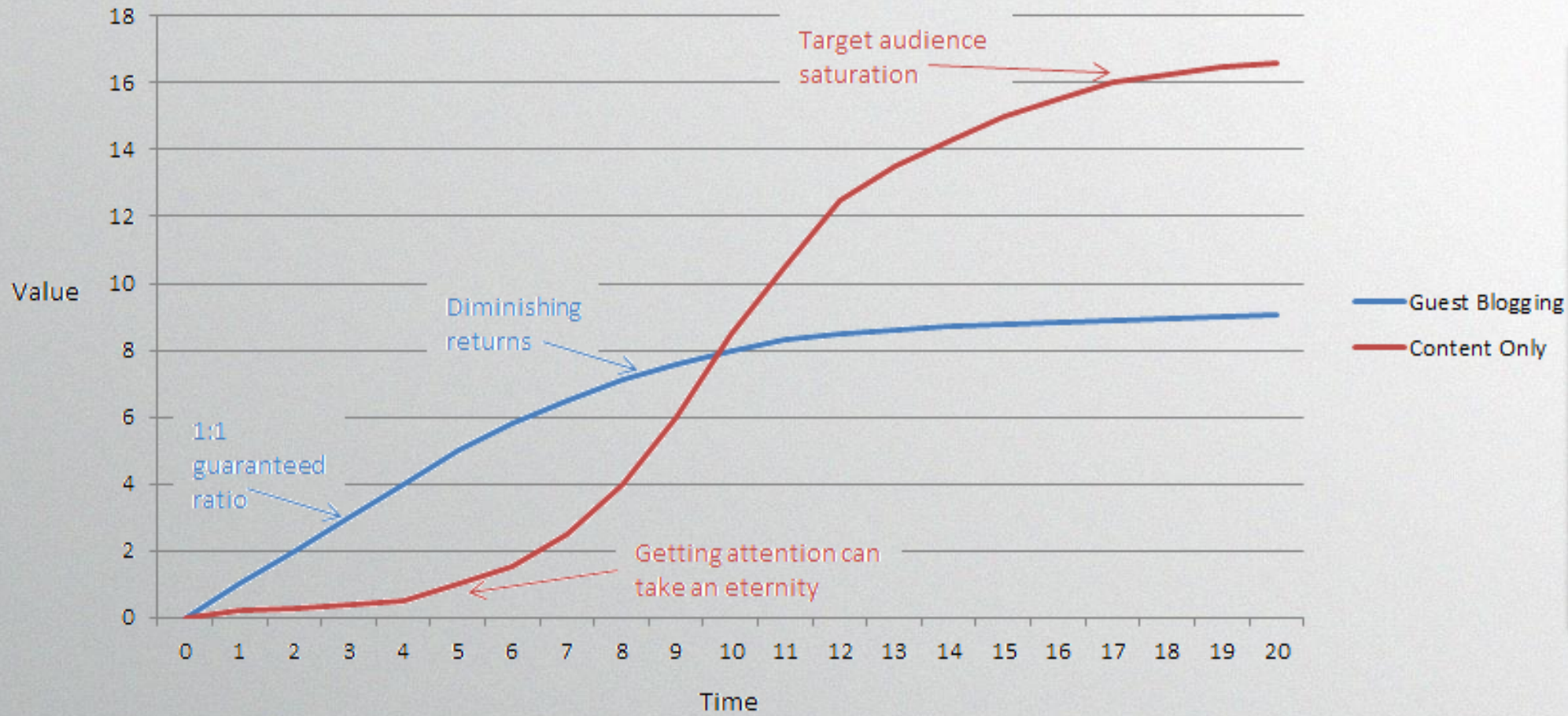
evernote.com
Joined March 2008

After a Guest Blog Post

- 1) Link to the post from your own blog
- 2) Share it across your social media channels
- 3) Engage with people that comment on the post



Benefits of Guest Blogging



Great content should be the priority first and foremost.

It's effectiveness can be multiplied every time it is used.

Blog Review

START HERE

TRAVEL BLOG

DESTINATIONS

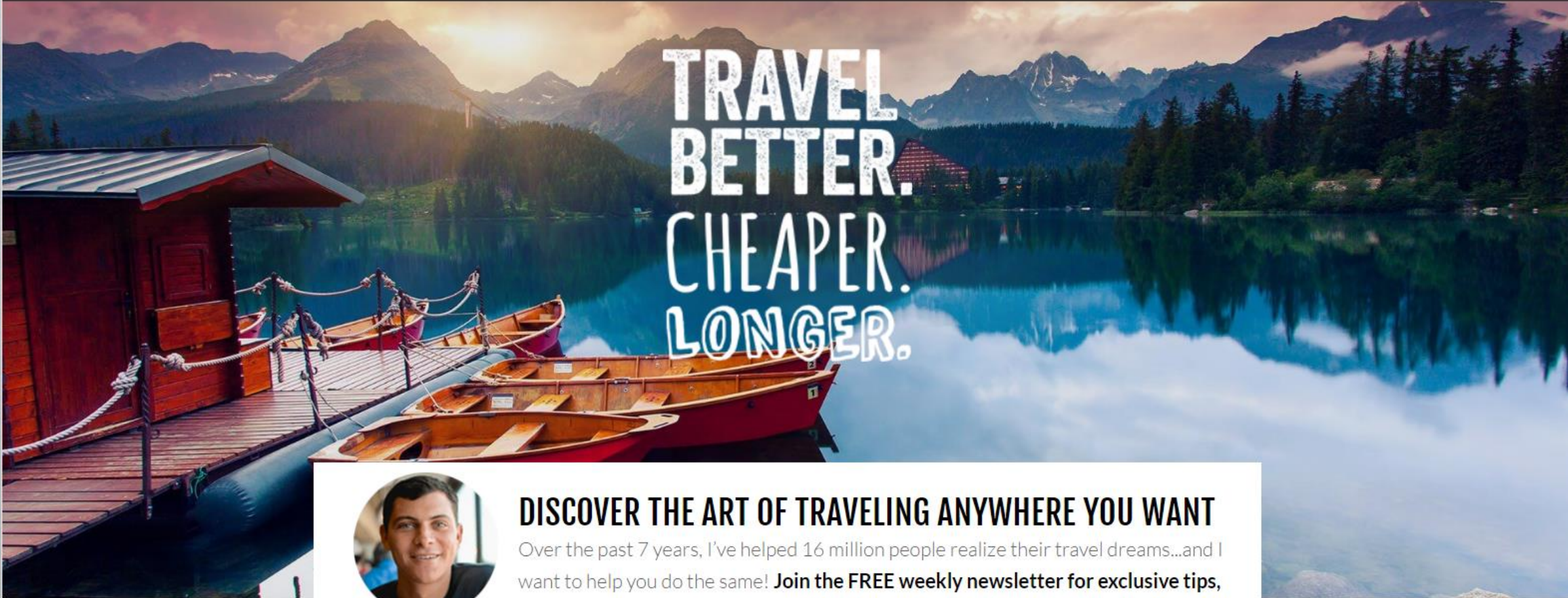
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